2046165700

CAMEL BRAND FAMILY
RS NIELSEN
SHARE OF MARKET

SECTION 51 TOT CONV

	JAN 89 TO MAY 90	JUN 90 TO MAR 92	SHARE DIFF
TOT CAMEL	14.64	13.02	-1.62
FULL FLAVOR	8.44	7.44	-1.00
LIGHT	6.20	4.99	-1.21
TOT MARLBORO	34.13	30.12	-4.01
TOT MARLBORO RED	15.82	13.29	-2.52
TOT MARLBORO LIGHTS	12.21	10.91	-1.30
TOT MARLBORO MEDIUM	0.00	0.58	0.58
TOT PRICE VALUE	12.71	27.55	14.83
PRICE VALUE FULL FLAVOR	5.39	11.28	5.90
PRICE VALUE LIGHT	6.09	11.87	5.78

Source: https://www.industrydocuments.ucsf.edu/docs/lndn0004